MAY 98 Key Audience Segments & Offer Versioning

[redacted]

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Competitive
Trial, Tier 1

New/Switched/Verified
Deciles 1-10
All Remaining Deciles 1-3

(1) $1 off 3 packs
(1) $2.00 Off Carton/5 Packs
(2) $2.00 Off Carton

196,906

Cambridge

All Remaining
Deciles 1-6

Tiers 1,2 - (4) $1.50 Off Carton
Tier 3 - (4) $1.00 Off Carton

2,510

Competitive
Trial, Tier 2

New/Switched
Deciles 1- 3

(2) $2.00 Off Carton/5 Packs
(2) $2.00 Off Carton

45,465

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Source: https://www.industrydocuments.ucsf.edu/docs/trlm0004

Cambridge Smoker Scoring, Tiers 1 & 2

Tier 1

	A		B		C		D	E	F	G	
	A1	A2	B1	B2	C1	C2					
	VOLUME RESPONDERS						NEW	SWITCH	BRAND VERIFIED	ALL OTHER	TOTAL
	Gift Only		Gift and Coupon		Coupon Only						
Decile	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	0-12 Months	0-12 Months		
1										120	51,068
2										34	22,489
3										0	0
4										98	9,255
5										533	20,068
Subtotal										785	102,880
6										5,762	19,089
7										6,665	18,646
8										14,635	17,174
9										14,464	15,612
10										14,105	14,468
Subtotal										55,631	84,989
Total	7,654	2,385	44,369	941	52,414	9,377	5,588	5,564	3,161	56,416	187,869

Tier 2

	A		B		C		D	E	F	G	
	A1	A2	B1	B2	C1	C2					
	VOLUME RESPONDERS						NEW	SWITCH	BRAND VERIFIED	ALL OTHER	TOTAL
	Gift Only		Gift and Coupon		Coupon Only						
Decile	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	0-12 Months	0-12 Months		
1										0	0
2										121	28,548
3										101	39,822
4										118	8,157
5										620	18,537
Subtotal										960	95,064
6										6,252	17,486
7										6,960	17,001
8										15,398	17,478
9										15,758	16,591
10										18,246	18,534
Subtotal										62,614	87,090
Total	6,266	1,784	39,995	912	48,374	8,684	4,405	5,439	2,721	63,574	182,154

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